

**Subject:** Fwd: On November 28th, Join Us for Small Business Saturday!

**Date:** Thursday, November 5, 2015 11:03:58 AM Pacific Standard Time

**From:** Rick Scott

**To:** Aaron Aulenta, Amanda Irvine, Ari Simon, Ari Simon, Blair Besten, Blair Besten, Donald Duckworth, Duke Dulgarian, Gary Russell, Jeff Chodorow, Jessica Lall, Jessica Whaley, Jim Omahen, Joseph Mariani Jr., Josh Kreger, Kent Smith, Kerry Morrison, Laura Hill, Laurie Sale, Leslie Elkan, Leslie Elkan, lorena@studiocitybid.com, Marie Rumsey, Media District, Miguel Vargas, Misty Iwatsu, Neil Tanouye, Nick Griffin, Patti MacJennett, Randall Ely, Raquel Beard, Rena Leddy, Stephen Robbins, Steve Gibson, Susan Levi, Suzanne Holley, Tim Byk, Vicki Nussbaum, wilmingtongchamber, Wilshire Center

FYI

----- Forwarded message -----

From: **Miranda Paster** <[miranda.paster@lacity.org](mailto:miranda.paster@lacity.org)>

Date: Thu, Nov 5, 2015 at 11:01 AM

Subject: Fwd: On November 28th, Join Us for Small Business Saturday!

To: Tameda Larios <[Tameda.Larios@lacity.org](mailto:Tameda.Larios@lacity.org)>, "Van Cise, Eugene" <[eugene.vancise@lacity.org](mailto:eugene.vancise@lacity.org)>, Rick Scott <[rick.scott@lacity.org](mailto:rick.scott@lacity.org)>

Cc: "Hinkson, Rosemary" <[rosemary.hinkson@lacity.org](mailto:rosemary.hinkson@lacity.org)>, Jessica Lall <[jessica@southpark.la](mailto:jessica@southpark.la)>

----- Forwarded message -----

From: **Tonna Onyendu** <[tonna.onyendu@lacity.org](mailto:tonna.onyendu@lacity.org)>

Date: Wed, Nov 4, 2015 at 10:14 AM

Subject: On November 28th, Join Us for Small Business Saturday!

To: Tonna Onyendu <[tonna.onyendu@lacity.org](mailto:tonna.onyendu@lacity.org)>, Frank Aguirre <[frank.i.aguirre@lacity.org](mailto:frank.i.aguirre@lacity.org)>

On November 28th, join Mayor Eric Garcetti and American Express to celebrate and support our City's small businesses as part of [Small Business Saturday](#). Whether it's food, fashion, entertainment or education, small businesses are the innovative engines driving Los Angeles forward.

Here are 3 easy ways you can get involved and support small business in L.A.:

- **[Become a Neighborhood Champion](#)** by engaging at least 10 small businesses to host events on Small Business Saturday. Many chambers and BIDs sign-up as Neighborhood Champions, while others may recruit one (or more) member businesses to register. [Click here for more information.](#)
- **Forward this message** on to others who may be interested in signing up and supporting Small Business Saturday!
- **[Promote your own small business](#)** with a free customizable marketing kit.

[Click here to get started!](#)

For more information, please see attached flyer and/or reach out to Lynn Bunim ([lbunim@wipp.org](mailto:lbunim@wipp.org); [415.434.4314](tel:415.434.4314)).

# Small Business Saturday

Small Business Saturday is coming up on  
November 28th, 2015!



Be a part of the movement by signing up to be a Neighborhood Champion. Deadline is November 9.

## What is Small Business Saturday?

Small Business Saturday is an annual event held on the Saturday following Thanksgiving. Over the past five years, it has grown into a national movement to promote shopping local. In fact, 67% of Americans surveyed said they were aware of Small Business Saturday - those consumers who were aware spent a total of \$14.3 billion with independent merchants on the day.

## Neighborhood Champions Program

Neighborhood Champions play a vital role in the success of Small Business Saturday. Neighborhood Champions commit to engaging at least ten small businesses to celebrate and promote the day. **Many BIDs and Chambers sign up as Neighborhood Champions themselves, while others may recruit one or more member businesses to register.**

## Neighborhood Champions Receive:

- Emails with planning tips, guides, and creative event ideas from seasoned Champions
- Small Business Saturday Event Kits that include free marketing resources such as branded signage, bags, pens, and balloons for each of the small businesses hosting an event (while supplies last)

## How to get involved!

1. Forward this message onto others who may be interested in signing up and supporting Small Business Saturday!
2. Customize and download free marketing materials to promote your small business
3. Sign up to be a Neighborhood Champion yourself by engaging with ten small businesses to receive an event kit that helps to celebrate the day!

Sign Up [HERE](#)  
or for more information, click [HERE](#)



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 **Tonna Onyendu**

**Analyst I Innovation Team**

**Mayor's Office of Budget, Innovation & Excellence**

**Desk: (213) 978-1145 Mobile: (323)-369-3354**



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Counting my blessings - Sing and be Happy Today!

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